

## ORDER



**Orders**  
**Order / Rev:** 720371  
**Alt Order #:** 6364236  
**Product Desc:** GRAVES FOR CONGRESS  
**Estimate:** GRAVES FOR CONGRESS  
**Flight Dates:** 10/08/12 - 10/14/12  
**Original Date / Rev:** 10/05/12 / 10/05/12  
**Order Type:** Political

## KARE

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Media Strategies  
**Buying Contact:**  
**Billing Contact:**  
 11350 Randon Hills Road, Suite 670  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** GRAVES/J/D/CONGRESS  
**Demographic:** A25-54  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/14/12	72	\$61,870.00	\$52,589.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	72	\$61,870.00	\$52,589.50	0.00
<b>Totals</b>	<b>72</b>	<b>\$61,870.00</b>	<b>\$52,589.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/08/12	10/12/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	11111--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	11111--			5		\$175.00		0.00				
2	KARE	10/08/12	10/12/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	11111--	:30	5	\$900.00	P-4	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	11111--			5		\$900.00		0.00				
3	KARE	10/08/12	10/12/12	Today Show Today Show	CM	7-9a	22222--	:30	10	\$500.00	P-2	0.00	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	22222--			10		\$500.00		0.00				
4	KARE	10/13/12	10/13/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S-			1		\$400.00		0.00				
5	KARE	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	-----S			1		\$175.00		0.00				
6	KARE	10/08/12	10/08/12	M-F 9-10a M-F 9-10a	CM	9-10a	M-----	:30	1	\$360.00	P-4	0.00	NM	1	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-----			1		\$360.00		0.00				

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 Flight Dates: 10/08/12 - 10/14/12

Advertiser: GRAVES/J/D/CONGRESS  
 Product Desc: GRAVES FOR CONGRESS  
 Estimate: GRAVES FOR CONGRESS  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KARE	10/11/12	10/11/12	M-F 1-2p Rachel Ray	CM	1P-2P	---T---	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1				\$100.00		0.00			
8	KARE	10/08/12	10/14/12	M-F 2-3p The Doctors	CM	2P-3P	1-1-1--	:30	3	\$150.00	P-2	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-1-1--		3				\$150.00		0.00			
9	KARE	10/08/12	10/12/12	M-F 3-4p M-F 3-4p	CM	3-4p	-1-1---	:30	2	\$495.00	P-4	0.00	NM	2	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-1---		2				\$495.00		0.00			
10	KARE	10/08/12	10/14/12	M-F 430-5p Jeopardy	CM	430-5P	11111--	:30	5	\$990.00	P-4	0.00	NM	5	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--		5				\$990.00		0.00			
11	KARE	10/08/12	10/12/12	M-F 4-430p KARE 11 4 News	CM	4-430P	11111--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--		5				\$200.00		0.00			
12	KARE	10/08/12	10/12/12	M-F 5-530p KARE 11 5 News	CM	5-530p	11111--	:30	5	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--		5				\$650.00		0.00			
13	KARE	10/08/12	10/12/12	M-F 6-630p KARE 11 6 News	CM	6-630p	11111--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--		5				\$900.00		0.00			
14	KARE	10/13/12	10/13/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$990.00	P-4	0.00	NM	1	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$990.00		0.00			
15	KARE	10/14/12	10/14/12	Sun 5-530p KARE 11 5 News Su	CM	KARE 11 5 News	-----S	:30	1	\$1,170.00	P-4	0.00	NM	1	\$1,170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$1,170.00		0.00			
16	KARE	10/08/12	10/12/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	11111--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	11111--		5				\$1,000.00		0.00			
17	KARE	10/13/12	10/13/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$810.00	P-4	0.00	NM	1	\$810.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-		1				\$810.00		0.00			
18	KARE	10/08/12	10/08/12	Mon Prime THE VOICE	CM	Mon Prime (6:58 PM-9:00 PM)	M-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----		1				\$4,000.00		0.00			
19	KARE	10/09/12	10/09/12	Tue Prime THE VOICE	CM	Tue Prime (6:58 PM-8:00 PM)	-T-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1				\$4,000.00		0.00			
20	KARE	10/09/12	10/09/12	Tue Prime GO ON/NORMAL	CM	Tue Prime (8:00 PM-9:00 PM)	-T-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1				\$4,500.00		0.00			
21	KARE	10/10/12	10/10/12	Wed Prime LAW ORD:SVU	CM	Wed Prime (8:00 PM-9:00 PM)	--W----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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21	KARE	10/10/12	10/10/12	Wed Prime LAW ORD:SVU	CM	Wed Prime (8:00 PM-9:00 PM)	--W----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W----		1				\$1,300.00		0.00			
22	KARE	10/10/12	10/10/12	Wed Prime CHICAGO FIRE	CM	Wed Prime (9:00 PM-10:00 PM)	--W----	:30	1	\$2,250.00	P-4	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W----		1				\$2,250.00		0.00			
23	KARE	10/11/12	10/11/12	Prime Political Program Prime Political Program	CM	8-10P	---T---	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	---T---		1				\$2,000.00		0.00			
N24	KARE	10/12/12	10/12/12	Fri Prime DATELINE	CM	Fri Prime (9:00 PM-10:00 PM)	----F--	:30	1	\$2,025.00	P-4	0.00	NM	1	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$2,025.00		0.00			
25	KARE	10/13/12	10/13/12	Sat Prime CHICAGO FIRE	CM	Sat Prime (8:00 PM-9:00 PM)	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		1				\$300.00		0.00			
26	KARE	10/08/12	10/12/12	M-F 10-1035p KARE News 10p	CM	10-1035P	1-1-1--	:30	3	\$1,500.00	P-2	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	1-1-1--		3				\$1,500.00		0.00			
27	KARE	10/14/12	10/14/12	Post NFL Late News Post NFL Late News	CM	1030-1105P	-----S	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S		1				\$1,300.00		0.00			
28	KARE	10/08/12	10/12/12	Tonight Show Tonight Show	CM	1035pm-1135pm	-1-1---	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-1-1---		2				\$500.00		0.00			
29	KARE	10/12/12	10/12/12	Late Night Late Night NBC	CM	1135pm-1235xm	----F--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$175.00		0.00			
Totals														72	\$61,870.00